#### THE OMAHA DAILY BEE

FOUNDED BY EDWARD ROSEWATER.

- VICTOR ROSEWATER, EDITOR. The Bee Publishing Company, Proprietor. BEE BUILDING, FARNAM AND SEVENTBENTH. Eritered at Omaha postoffice as second-class matter.

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DECEMBER CIRCULATION.

#### 53,534

State of Nebraska, County of Douglas, as:
Dwight Williams, circulation manager of The Bee
Publishing company, being duly sworn, says that the
average circulation for the month of December, 1915,
was 55,534. DWIGHT WILLIAMS, Circulation Manager, Subscribed in my presence and sworn to before me, this 4th day of January, 1916.

ROBERT HUNTER, Notary Public.

Subscribers leaving the city temporarily should have The Bee mailed to them. Address will be changed as often as requested.

All ready, now, for the leap into the leapyear month of the year.

California does not advertise its rainy sea son as a climatic attraction, but it advertises itself.

No politics whatever in the president's swing around the circle-of course, not even the slightest trace.

The bargain counter stage for killing has arrived in New York. A murder crew of three pulled off a recent job for \$5 a head.

"The grave and reverent exterior" which the president maintains presents the crucial test of facial control with nine colonels lined up for Gmaha's postoffice job.

No prospect, though, of President Wilson changing his mind again soon about the oneteam plank in the Baltimore platform, "made to run on, but not to stand on."

Almost with his last word a St. Louis man forbade the use of a motor bearee at his funeral. Had he been given enough time to visit the Omaha Auto show his opposition to post morten joyriding might be modified.

Not less than half a dozen states hold presidential primaries before Nebraska does. So those who are now hiding in the storm cellars should be able to tell which way the wind is blowing before they have to climb out.

In seeking fruitful sources of national revenue congress should not overlook the campaign speech. Taxed at the rate of a dollar a foot would vastly increase Uncle Sam's income and conserve the caloric resources of the nation.

Someone rises to propose putting the minimum wage in practical operation with our municipally-owned water plant. If that man is a present waterworks employe, he had better take care to keep his identity hidden from its maximum-wage manager.

Club-women and social workers have succeeded in excluding males from women's courts in several cities. Public morals would be materially advanced if like measures were discreetly applied in all courts where trials attract the prurient and the morbid.

Congress does not take kindly to the White House hunch to speed up on vital business and drop "pork" bills. With a campaign coming on and fences in more or less disorder, congressmen resent the suggestion that their safety is not wholly in the public interest.

At the age of 77 years General Weyler comes back as chief of Spain's general staff. In years past the general's reputation was below zero in this country, but since the efficiency of some of his methods was tested in the Aguinaldo war, the country viewed his shortcomings with restpectful complacency.



The Irish land league held a meeting at Cunning ham hall with John A. McShane presiding. Addresses were delivered by W. A. Gibbon and T. J. Mahoney, and J. E. Riley, as toastmaster, reported that Omaha had contributed \$1,000 of the \$19,000 that had been sent

to Ireland during the last six months. Augustus Kountze of New York is in the city on a visit, as the guest of Herman Kountze.

The Episcopal diocess has opened quarters in the Paxton block for use as the office of Bishop Worthington and Rev. Mr. Patterson, secretary of the Epis-

The officers of the Department of the Platte, who have been so long fighting Indians and pursuing stage robbers, are now devising ways and means to combat a formidable for, the bedbug. At several of the posts the bed bugs have been so persistent in their attacks that the commandants are making requisition on General Howard for large supplies of insect exterminator. The requests were referred in turn to General Scoffeld and the War department at Washington, from cation has just been received that Uncle Sam cannot afford to pay the expense of the

Assistant Traffic Manager P. P. Shelby of Union Pacific, with headquarters at Salt Lake City, in renewing acquaintances in Omaha on his way east. W. R. Bennett & Co., 118 Fiftzenth street, asks for the return by the finder of "one large oil tank, lost from our delivery wagen between Montana street and our store."

Rural Credit Co-Operation.

The first rural credit association organized on the co-operative plan that has come to notice has been launched at Emporia, Kan. It has been chartered by the state bank commissioner, and its operations will embrace the entire state. Officers and directors are drawn from the ranks of practical farmers and kindred pursuits, bankers, publishers and other men of large affairs, showing a well-thought-out purpose of placing the organization before the public under favora-

The plan of the association is to make loans to members on the long time amortization system at 5 per cent interest. It is based on the system recommended by the commission which made an extended study of rural credits in Europe. It differs only in detail from the system of co-operation successfully demonstrated by the savings and loan associations of the United States, a system which now embraces nearly 7,000 associations, 3,000,000 members and an aggregate working capital of \$1,400,-000,000. What these associations have accomplished among the thrifty people of cities is equally possible in the country. The principle is the same. Success is equally certain if the farmer associations command from its managing members the time, perseverance and intelligent direction which generally characterize the movement in the cities. Moreover, the system vitalizes the dormant spirit of co-operative self-help. promotes neighborly good will and rears a secure foundation for independence.

In one respect the Kansas association promises an interesting study. Experience shows that two-thirds of the membership of a co-operative association supply the capital to be loaned to the remaining one-third. Loans made at the announced rate of 5 per cent per annum mean less the 5 per cent profit for the investing members. Time will determine whether enough investing capital can be had below market rates to meet the needs of borrowers eager to take advantage of low interest rates.

Kitchin and the Wrecking Crew.

Representative Claud Kitchin of North Carolina has been chosen as leader of the democratic wrecking crew in the house, and will be the director of the organized revolt against the president's pet plans. Kitchin and his comrades have the assistance of Champ Clark, in whose bosom still brightly burns the resentment enkindled at Baltimore four years ago. This schism is entirely independent of, but is probably supplenmental to, the opposition of Mr. Bryan and his followers in the house. It is no longer a matter of policies, but of personal politics. President Wilson has sought to dominate his party in and out of congress, but others aspire to that distinction and are unwilling to concede first place in the party's councils to the president. This all means a continuance of factional bickering at the expense of public service. Interests of the government are a secondary consideration with the democrats just now, but the people will find a way to reward this exhibition of peanut politics.

### Cuss-Words for Common Folks.

Having considered "Profanity of Our Best People." the Vassar professor has before him, avoid it if possible, and if business should call them the broader, but perhaps less inviting, field of "Cuss-Words for Common Folks." With the dainty taste of a discriminating dilletante, he discarefully avoiding the vigorous, red-blooded sort of expletive familiar to those who know what real swearing is. He has taken pains to analyze certain forms used in that far-off day when Harry Hotspur adjured his wife, Good Kate, to use "a good, round, mouth-filling oath, and none of the lady-like mincings," of which the professor has cited some examples.

He may also extend his analytical classification, by adding the hortatory, monitory and objurgatory forms. Unless he has had the pleasure of listening to a Mississippi river steamboat mate urging the black deckhands to greater effort, an old fashioned "mule skinner" dilating on the ancestry and upbringing of the several anifals in his "team," a cowpuncher descanting on the disposition of certain refractory steers, he knows very little of the true force and effect of profanity. To make his course complete, he ought to foregather around a switch-shanty or the call-board in a roundhouse and listen to a group of seasoned railroad men tell of the last trip over the division, and then hear a regular frontier "bad man" catalogue his own accomplishments and achievements.

Profanity is useless from any point of view, but it is not to be acquired in its greatest fluency or more impressive forms at any modern college. It is really an attribute of the common folks of the world, and true proficiency in its practice requires much travel and close observation.

Freedom of Religious Belief. Editor Pontius writes to The Bee's Letter Box on a somewhat pertinent topic, and in it sets out much of sound sense. He agrees fully with Editor Metcalfe on the main point, their difference arising over a matter of detail. This is one of the peculiarities of any discussion that involves religion. Dissension rages over nonessentials. The one central fact of religion is the common belief of all mankind in a great Original Source, worshiped in every age, under many names and in many forms, never entirely defined, but endowed with the same attributes in every case. Omnipotent, omniscient, inscrutable, He is God, and has revealed Himself

through the ages in divers ways to His people. The story of the race is one long recital of struggles for freedom of belief and persecution for conscience sake. Each individual has his own idea of God; hazy and vague, but generally persisted in. This nebulous knowledge has the stronger hold on man because of its appeal to something back of the imagination, and beyond the grasp of thought. In every way it fulfills St. Paul's definition of faith, "the substance of things not seen and the evidence of things hoped for." On this faith have risen many elaborate superstructures of dogma and creed, but all point the one way, and eventually merge into the one that leads to the gate called Straight.

Nebraska, among other blessings vouchsafed to its citizens, gives to each and all the right to worship according to whatever form meets the requirements of the individual concerned. And Editor Pontius may be assured the public discussion of religion will never cease,

# National Capital Topics

Edgar G. Snyder, The See's Washington Correspondent,

DROHIBITION for the District of Columbia looms large upon the horizon of the national capital. Bills are pending in both the house and senate to make Washington "dry" on November 1, 1916. The last measure, which is now before the district committee of the house was introduced by Representative A. W. Barkley of the "wet" Padulcak district of Kentucky. Both Senator Sheppard's and Representative Barkley's bills make it unlawful to manufacture or sell intoxicating liquors in the District of Columbia after the date mentioned. The measure also prohibits express companies from delivering liquor to the dis-

For twenty years I have lived in the city of Washington, I have seen it grow from a good sixed town into a city of metropolitan proportion. I have also seen a great change come over the nation's capital through a stricter regulation of license and a reduction in the number of places where liquor is sold. I have seen the "red light" district completely wiped out and here and there a business house take the place of those that were once the scenes of rivalry and dissipation. Whether the elimination of the so-called 'red light" district has been a blessing or a failure depends upon how you look at it. The inhabitants of that district have been scattered hither and you but vice goes on just the same, as the police court records

Washington is a city of nearly 560,000 inhabitants, a little less than a third of that number being colored which accounts, in a large measure, for the number of cases in police court during the year and the number of sentences to the work house and to the jail. Under the form of government of the District of Columbia, which is the commissionership form, congress directly legislates for the district, the laws being executed by the commissioners. In my judgment a crime will be committed if the people of the District of Columbia are not permitted to express themselves by ballot upon the question whether Washington should be 'wet" or "dry." Many of the representatives in congress have but a superficial knowledge of the city. Many of them come from districts in which there are no large cities and consequently have a hazy idea of what is necessary to the orderly conduct of a city the size of the capital of the United States.

There is no city in the United States, so far as its government is concerned, just like Washington and it has no parallel in the world, so far as its autonomy is concerned. The free cities in Europe, that are practically supported by the government, preserve their franchise, but in Washington there is no franchise and there is no way provided by the congress of the United States to ascertain the wishes of its citizens. It would therefore seem wholly logical that the congress should provide the machinery for a referendum vote upon the question of prohibition, as is provided in every city in the union. The constitution provided that there can be no confiscation of property without "due process of law" and whether 'due process of law" is in the electorate or in the courts, the rights of all the citizens are safe-guarded. Here in Washington it is wholly different. The district committees of the two houses correspond to the councils in cities, while the commissioners, as before stated, execute the laws and adopt such regulations as the needs of the city warrant.

Washington is a cosmopolitan city in a very much larger sense than any city of its size in the country. Here reside the ambassadors, the ministers and the representatives of foreign governments. It is the "show" city of the United States, in which the people of the whole nation take a very pardonable pride. It is visited by thousands of tourists. It is becoming the winter home of the wealthy attracted here for numberless reasons. It is the home of culture and refinement and is the one representative city of the great republic. If prohibition were fastened upon the district, Washington would cease to be the attractive place it now is and would become almost a wayplace on the map. The traveler and the business man would here they would not tarry long after their business had been concluded.

Washington, under the present excise law, has 272 saloens, or one saloen to every 13,334 of population. sects some of the milder forms of profanity. The "saloon" in this case includes hotels and clubs thirty-three in number and therefore there are actually only 200 saloons.

> I have no quarrel with the prohibitionists per se, but this I do know, that prohibition is responsible for the introduction of a larger quantity of habit-forming drugs, in those states where prohibition exists, than in those states where license exists and when the friends of prohibition are endeavoring to fasten upon a state, or community, absolute "dryness" they should not fail to also legislate against the use of drugs, that dull the senses, sap the mind and create

unholy desires. A condition confronts Washington and not a theory and the representatives in congress from the great commonwealth of Nebraska when legislating upon the subject of prohibition should be at least fair enough to the citizens of the District of Columbia to give them a chance to say whether they want prohibition or not Surround such legislation with the strictest safeguards, make such election absolutely clean, by making the marshal and the district attorney responsible for the fairness of the election and let only those vote who have both a property and an educational qualification. If the majority of this electorate should vote "dry" then congress has the voice of the people to guide it. But if congress should vote the district "dry" without ascertaining the wishes of the people a grievous wrong will be done a community that has no voice whatsoever in its government.

The senate banking and currency committee has favorably reported a bill authorizing national banks to avail themselves of state laws for the guarantee of bank deposits.

It has been held that it would require congressional action in order that national banks would have the right to guarantee deposits;

That the measure has the approval of the senate committee does not mean that it will become a law. Many national bankers are bitterly opposed to the Oklahoma-Nebraska idea of guaranteeing deposits. They call attention to the record of loss through failure of banks in the national system since its inauguration, less than 1 per cent, as an evidence that it is unnecessary; these bankers also contend that with the double liability law and the searching efforts of the controller of the currency bank deposits are safer now than ever before in the history of the nation.

But if a national bank in one city advertises "deposits guaranteed by such and such a fiduciary bonding corporation," it is believed that others in the same city will have to follow suit.

One banker, when questioned on the proposition, declared that it would "be nothing more than an normous boost for the fiduciary bonding companies." The measure would have no direct effect on Washington as there are no local laws here, but it could be extended to permit banks in the district to guar-

antee. Senator Owen of Oklahoma is the chairman of the banking and currency committee in the senate, and Oklahoma and then Nebraska were the original advecates of the guarantee law.

Local bankers have no hesitancy in saying they are opposed to the measure, but that it may be necessary in some places to permit national banks to compete with state institutions operating under the system, but they say they know of no such competition in which national banks are not holding their own.

# Eight Bours Enough.

While on a trip out of town a well known advertising man received the following telegram from his secretary, who was leaving to get married and had arranged for what she considered a highly desirable substitute: "Ethel lays down at the eleventh hour. What shall

To which the gentleman in the full knowledge that the supply of efficient secretaries had not been exhausted at this one defection, replied:

"Set the slarm for 7. Eight hours' sleep is enough for anyone."-Judge.



Advice from an Outsider.

GLENWOOD, Is., Jan. 28.-To the Editor of The Bee-People in the surrounding towns have adopted measures to keep their citizens from visiting Omaha and Council Bluffs because of the number of cases of scarlating in these cities and have as far as possible tried to keep people from these cities from visiting their towns. Omaha can and must control scarlatina, or the entire west will become infected. Deaths from this disease are herrible, but the sequelae of idlocy, insanity are worse, and the minor disa bilitles, nephritis, otorrhoen and many others, make the ones partially recovering invalids all through their lives, Parents have a right to expect that those in authority will make every effort to clean up and keep clean the

People visiting Omaha have a right to expect clean stores, places of amusement, and every place where business or pleasure may call them. Any physician attending a scarlatina patient should be attired in the duck diver's suit, nothing visible except his hands and eyes. This suit should be left in a cellar, coal shed, any free from infection structure, not nected with the house, until death or convalescence of the sick, and boiled before being taken away. The hands and exposed parts of the doctor's face should be disinfected after the suit is removed. before he leaves the quarantined prem ises. Doctors know how to keep clean. It is to warn people who must call a physician, and do not know what such people should do, that this is written. Any doctor that does not take every recaution to keep from carrying scarlet fever from one house to the next, should be reported to the health officer and county or city attorney, and if possible his license to practice medicine re voked, and a suit for damages instituted, if it seems probable than any socalled physician brought scarlating to s clean home.

A physician from a city not thirty miles from Omaha was called to that city to see a little girl sick with scarlatina. This visiting physician went to the rear door of the quarantined home, changed down to his trousers and undergarments, put on his diver's suit and knocked at the rear door. The housekeeper, opening the door, was frightened never having seen anyone in such a suit. Upon making himself and his business known, he was taken into the parlor to await the coming of the Omaha regular attendant. This physician arrived in a short time, rang the front door bell, was admitted and went directly to the little girl-sick with the most dreadful and fearfully contagious disease known to physicians. When told that the doctor who had been called in consultation was present, he came to the parlor, met the visiting physician, and they went together to the bedside of the little patient. After the completion of their visit the village physician retired to the coal shed to clean up, the Omaha doctor went out the front way and probably to see other patients. This story is told to warn the people of Omaha. Watch doctors. AN INTERESTED OUTSIDER.

#### Get Together Medicine.

NELIGH, Neb., Jan. 29 .- To the Editor of The Bee: I noticed the article written by A. C. Rankin of Oxford under the caption of "Getting Together," and I desire permission to reply to this article, not as a matter of argument, but rather to diagnose his case.

Mr. Rankin in his letter says, "The thousands of republicans that were carried out of the party in 1912 by the so; tries of the progressive movement." Yes, dear, but oh, Mabel, how could you? Then again he goes on to elucidate, "The party was organized for the advancement of no moral issue, but pure unadulterated spite." What a naughty, naughty party, it ought to be spanked. Then he says, "Let's get together." Yes, thank the Lord, he made one sensible statement, but he uses the same persuasive tactics I used to use when a kid and I wanted my bird dog to follow me. I would give him a couple of kicks in the slats and holler, "Come here."

Mr. Rankin seems to bewall the fact that the progressives called their convention to meet in Chicago on the same date with the republicans. How unfortunate. They should not have done it. It may cast some reflections on the republicans, but we are promised that the Chicagoans will build a good wide sidewalk from one convention hall to the other and that the walking will be as good in one direction as it is in the other, o we should worry.

'Let's get together" listens good to Willie, but I am wondering if Mr. Rankin and the "old guard" will be willing to meet us half way between Root and Roosevelt. Methinks not until after another dose of that quack serum has been injected into their systems.

J. C. JENKINS.

# Live and Learn.

OMAHA, Jan. 29 -To the Editor of The Bee: Recently I have been worried for fear that The Bee, or some of its readers, had said something that had offended Walter Johnson, and that we were forver barred from looking into, through his letters, the wonderful brain that has evolved such amazing creations but am overjoyed to find in today's issue another letter, describing, in a very lucid manner, an amazingly simple and cheap shell that will cause the enemy to take to his heels, or their future and eternal domicile, the choice evidently resting with them. I imagine that Mr. Johnson has been busy during the last few days working out the details for this wonderful shell, which, no doubt, accounts for his

From the clear description given I think we poor mortals can have a slight idea what the augurs, pistons, ports, etc., are for, but it is not given us to fathem the mysterious reason for the dynamo, unless it is to generate current for light and heat so that the lonely shell might not become cold or frightened on dark and stormy nights on its thirty-twominute flight through space, or the current might be needed for power for use on the airship used for holding the shell up during its thirty-two-minute trip.

At first thought it might appear that the necessary electrical energy would come from the battery, but the mysterious mind that has conceived this wonderful shell will, most likely, give it a complete power and generating plant, together with a battery for emergency purposes only, all at a cost of \$10.

"Advertise Nebraska!" Has The Bee performed its full duty in the matter? Has it sent to the various departments of the national government marked copies of various issues containing minute directions for extracting gasoline from crude eil, pouring oil on the troubled clay banks along the Panama canal, conservation of water power, this wonderful shell, and last, but not least, the clear (?) and concise (?) directions for cleaning the "blodd

cent letter), all products of good old Ne-brasks. W. H. BRIDGES.

The Chiropractic Idea. OMAHA, Jan. 30 .- To the Edit v of The Bee: Many articles have been published and much has been said of late regarding the prevention and cure of the prevailing epidemic of sickness, and in this connec tion I wish to make known the chiropractic idea of prevention of disease. First let us consider what constitutes

All nerves, irrespective of the system to which they belong, have their origin directly or indirectly in the brain. The brain is the great nerve center of the body, It has a prolongation, the spinal cord, which passes downward through a canal in the spinel column. This spinal cord also has prolongations called the spinal nerves which make their exit from between the vertebrae of the spinal

The vitality and activity of every organ. tissue and cell of the body is maintained and controlled by a force or energy which is transformed or individualized the brain, and then transmitted to their respective parts in the form of mental impulses through the channels provided by the nerves.

When the transmission of mental impulses is normal, both in volume and rapidity of delivery, all bodily functions are perfectly performed with the result which is known as health; but when the transmission of mental impulses is interfered with the functions they control become deranged and the result is dis-

The only place in the body, however, where the nerves are liable to be interfered with is at the place of their exit through the openings between the vertebras of the spine. Here we find the nerves between two movable bony segments, a displacement of which means pressure on the nerves at that point and a disturbance of their functions.

Thus, the chief contention of chiropractic is that disease is really caused by a pressure of bone on nerve tissue, and that when this pressure is relieved function is re-established.

A perfectly normal body would maintain itself in a healthy state. It has power to expel poisons and to make antidotes to those introduced into the system. Disease germs cannot grow or thrive in a healthy body. It is only those with a weakened system, through lack of functional power, that disease attacks. L. C. HAYES.

Met Would Bar Debate of Religion. OMAHA, Neb., Jan. 29.-To the Editor of The Bee: You print a terrific arraignment of me by my old friend, James Pontius of Indianola. This is all due to an editorial in the Omaha Nebraskan entitled "Religious Liberty in Fact." That your readers may know what Mr. Pontius is writing about and in justice to all of us, you should print the offending editorial. I attach it to this letter as an answer to all that Mr. Pontius has said in criticism of me, and I am quite willing that your readers shall judge me by the editorial itself

RICHARD L. METCALFE. Note: The article exceeds our space limit, but the salient paragraphs are here given:

"I have no doubt that the editors of the three great daily newspapers in Omaha would be a unit in condemning such publications as the 'Menace,' yet the letter columns of every one of these papers often follow the bad habit of the publication referred to. In nearly every issue of Omaha's daily newspapers there are letters from readers in which the

stream," thus prolonging our lives (a re- religion of some other man is attacked

and often in the most bitter terms. What is the difference between the publication of a paper like the 'Menace,' which attacks the Catholic religion, and the publication by Omalia newspapers of letters attacking other forms of reffg-

Not one of these editors would dare to admit to his columns a letter attacking and making fun of the Catholie religion. By no means. That would be too much like the 'Menace.' Yet every one of these editors will give space freely for attacks upon other forms of religion. Nothing is to be gained by such criti-

"But it is a poor rule that will not work both ways. So long as the editors of Omaha dailies must admit that they would not print in their columns letters attacking the Catholic religion they will also be forced to the conclusion that they are on false ground when they admit letters attacking any religion.

#### LINES TO A LAUGH.

"What in the world does old Kloseman want with more money? He hasn't any near relatives, and he doesn't begin to nd his income now."
That's just it. He wants to economise a larger scale."—Boston Transcript.

"You know I hear better with my right ear than with my left," said the judge. "Perhaps that's why so many people like to keep on the right side of you," said the court attendant.—Yonkers States-

"Telephone, sir."
"What is it?"
"Your wife wants you home at once."
"What's the trouble?"
"She has a tight gown, can't stoop, and the drip pan under the refrigerator is running over."—Louisville Courier-Journal.

"ilow is the sentiment for world peace

"How is the sentiment for world peace in this community"

"It was pretty strong until last week," replied the old resident.

"What happened then?"

"Our congressman announced that there was a good chance of getting a munitions plant located in this district."—Birmingham Age-Heraid.

"Just a word, young man," said the owner of the store.
"Yes, str?"
"If a customer knows what he wants, sell it to him. I know that a star salesman can always sell him something else, but I have a theory that it will pay just as well to sell him what he wants."

Kansas City Journal.

#### RUNNING A BLUFF

like to see a valiant squad Unaided hold a fort; like to see a lawyer win His client's case in court.

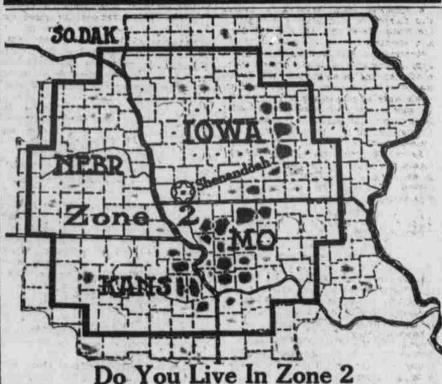
I sure admire the business man Who struggles to the top. As well the "champeen" pugilist Who makes his rival drop.

Where brawn is pitted versus brawn, And brain against more brain, I want to see the best man win And ever hold his gain.

But here's a fellow says that when The game is gettin' tough. To wink the other eye and run A "Sandy" or a "bluff." No matter if your clubs are hearts Or pairs you've not enough, Just stick your "beans" right in the

"Gol-darn-it, run a "bluff"." That's quite all right in a poker fight, When someone else has "stailed." Den't try the same in life's old game; You'll sure as fate get "called."

The racehorse who, with classy limbs, So nimbly wins the heats.
Could not get first beneath the wire Through "Sandys," "bluffs" or cheats



If you do, you have got something coming to you, and it will pay you to write ask us about it. Or if you already have our big catalog this year, look on 113 and you will find a mighty interesting offer. If you haven't got the alog, write for one at once. I will send it free, and a sample copy of Seed

You Are Our Kind of People

The people that we like best to sell to, the people that we can do the most good, and the country that is easiest for us to reach, is zone 2, shown on the map above.

We can do the rest of the country a lot of good; and we want their business, but you people in zone 2 are the sait of the earth, live in the bast part of the world, buy the best orders, have the best success with our seeds, and you are our kind of people.

We want your seed business, and we are going to make it so easy for you to trade with us that you can't stay away. You'll just naturally have to trade with us.

Field Pays the Freight in All Kinds of Seeds

We prepay the freight on everything we sell to any point in zone 2, Or if it's small enough, we send it by parcel post or express prepaid. This good thing is worth passing along, and I want to spread the word, that "Field Pays the Freight." If the R. R. agent collects charges we will refund it to you.

We sell all kinds of seeds, plants and bulbs. Here are a few you may want; Seed Corn

Sweet Clover Seed Potatoes plants and bulbs. Here are a few you may want; weet Clover Seed Potatoes Seed Corn

Sudan Grass

Clover Seed Flower Seeds Everbearing Strawberries Our Catalog Is Free. Write For It Our catalog is really worth having. Write for one at once, and I'll send you also a free sample copy of Seed Sense, the best little magazine on earth. Samples are also free, and advice, such as it is. Tell me your troubles. Write for the

Garden Seeds

Henry Field Seed Company, Box 144, Shenandoah, Iowa P. S. By a Special Dispensation the rest of Iowa has been admitted to the special privileges of Zone 2. H. F.

> Persistence is the cardinal virtue in advertising; no matter how good advertising may be in other respects, it must be run frequently and constantly to be really successful.